

ABSTRACT

USABILITY ANALYSIS ON LIVESTOCK WEBSITE USING THE EYE-TRACKING METHOD AND SYSTEM USABILITY SCALE (CASE STUDY: WEBSITE OF SIBORONGBORONG EXCELLENT LIVESTOCK BREEDING AND FORAGE FEED CENTER)

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The development of information technology has had an impact on people's lives. Where this system plays an important role in meeting the needs of various organizational functions, assists in decision making, and has an impact on the success and smooth running of the organization. The Siborongborong regional livestock center has used website-based information technology to convey various information to the community. Based on the results of observations and surveys, it is known that this website is not yet interactive, such as the search feature overlapping with the BPTU-HPT Siborongborong text, the use of the same icons on different menus, the product menu being less informative and the news menu display design being untidy. In this usability analysis research, the eye tracking method will be used because this method can help understand visual focus, detect when users direct their gaze, how long they focus their gaze, and the order of their gaze. Another aim of this research is to measure the level of usability of the Siborongborong Livestock Hall website and to provide suggestions for improving the appearance of the website. This research involves the process of collecting data through surveys, calibration for eye-tracking data which produces a heat map which becomes the user's focus point. The sample data in this study were 76 participants whose data would then be processed through usability testing using the SUS method and an average score of 48.98 was obtained. It can be concluded that this livestock hall website has a usability grade F aspect with the predicate "OK" and based on the acceptability ranges category, the level of user acceptance of this site is in the "low" category, which means the website cannot be accepted. Then, from the eye-tracking results, an average effectiveness value of 54.44 was obtained, which is included in the ineffective category. And for efficiency, the average time needed for respondents to complete each task given was 0.058 seconds.

Keywords: Eye Tracking, Animal Husbandry, SUS, Usability, Website